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## **Japan**

### **Poultry and Products Annual**

#### **2012 Japan Broiler Market Situation Update and 2013 Outlook**

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**Report Highlights:**

Japan's 2012 national broiler output has nearly recovered to its 2010 level of 1.29 million MT after a decline in 2011 due to HPAI outbreaks and the 2011 March earthquake. Currently, an oversupply of unsold broiler meat, along with high level stocks and plummeting market prices are all indicating the severity of the surplus. By mid-2012, total supply clearly outpaced total consumption, despite the fact that annual consumption is projected to reach a record high of 2.14 million MT. Total imports are expected to be significantly reduced for the second half of 2012 through the first half of 2013. Prevailing low prices and high feeding cost (due to high corn prices) may also press domestic producers to trim their output in 2013. Therefore, in 2013, lower imports and national output are expected to correct the current surplus.

## Commodities:

Poultry, Meat, Broiler

Poultry, Meat, Broiler Japan	2011		2012		2013	
	Market Year Begin: Jan 2011		Market Year Begin: Jan 2012		Market Year Begin: Jan 2013	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Inventory (Reference)	107	108	107	110		109
Slaughter (Reference)	634	617	634	640		645
Beginning Stocks	109	109	147	147		142
Production	1,235	1,247	1,270	1,290		1,280
Total Imports	895	895	840	855		840
Total Supply	2,239	2,251	2,257	2,292		2,262
Total Exports	5	5	10	10		10
Human Consumption	2,087	2,099	2,115	2,140		2,130
Other Use, Losses	0	0	0	0		0
Total Dom. Consumption	2,087	2,099	2,115	2,140		2,130
Total Use	2,092	2,104	2,125	2,150		2,140
Ending Stocks	147	147	132	142		122
Total Distribution	2,239	2,251	2,257	2,292		2,262
MIL HEAD, 1000 MT, PERCENT, PEOPLE, KG						

## Production, Supply and Demand Data Statistics:

### Author Defined:

#### Preface

This report updates JA 1040, “2011 Japan Market Situation Update and 2012 Outlook.”

Readers may note that Post made an interim revision on the PS&D numbers in March 2012 to mainly reflect actual imports and the year ending stock publicized for 2011. USDA official numbers in the PS&D reflect the March revision.

Quantities listed in the text are made on the basis of Product Weight, and no conversion rates are used (unless specified otherwise).

Domestic Broiler Meat – dressed whole, bone-in

Imported Broiler Meat – Customs Clearance Basis (boneless and bone-in combined with the majority of the broiler meat imports being boneless cuts)

Imported Prepared Broiler Products – Customs Clearance Basis

Stocks – Product Weight (mostly boneless) – Includes a small amount of spent hen stocks (no broiler specific stock data is available).

## **Note - Structure of Japanese Broiler Market:**

Broilers comprise over 90 percent of the Japanese poultry meat market. In general, leg meat is preferred to breast meat in this market. Domestic broilers account for roughly 60 percent of Japan's total broiler supply. Nearly half of Japan's total broiler meat imports are supplied by Brazil (mainly boneless leg meat) with the rest coming mostly from Thailand and China, who mainly export "prepared (or cooked) broiler meat." Note: Since 2004, Japan has suspended its imports of broiler meat from Thailand and China due to massive HPAI (Highly Pathogenic Avian Influenza) outbreaks that swept through the region.

Japan's retail sector is the main market for domestic broiler meat with the food service/convenience/take-out meal sectors being the main market for imported broiler meat and prepared products. Japan was once a major market for U.S. bone-in legs; this specific trade segment has shrunk over the past two decades, however, due to a shift in market preference for boneless cuts, and, more recently, prepared (cooked) products. The U.S. poultry industry is very competitive in the international market and historically has focused on export markets that take bone-in cuts. The lack of the U.S. industry's capability to produce and export deboned cuts, coupled with prohibitive labor costs, has also been a major constraint for U.S. broiler meat in this market.

## **Report Highlights**

Japan's 2012 national broiler output has nearly recovered to its 2010 level of 1.29 million MT after a decline in 2011 due to HPAI outbreaks and the 2011 March earthquake. Currently, an oversupply of unsold broiler meat, along with high level stocks and plummeting market prices are all indicating the severity of the surplus. By mid-2012, total supply clearly outpaced total consumption, despite the fact that annual consumption is projected to reach a record high of 2.14 million MT. Total imports are expected to be significantly reduced for the second half of 2012 through the first half of 2013. Prevailing low prices and high feeding cost (due to high corn prices) may also press domestic producers to trim their output in 2013. Therefore, in 2013, lower imports and national output are expected to correct the current surplus.

## **2013 Broiler Market Outlook (New)**

### **Executive Summary**

Given global economic uncertainty, exacerbated by the historic drought in the United States, average Japanese consumers are expected to continue to favor relatively low-priced food items including broiler meat and prepared (cooked) broiler meat products.

The Japanese broiler market is expected to adjust from the second half of 2012 through the first half of 2013, correcting the surplus that developed by mid- 2012. The high corn price that is anticipated for 2012/2013, due to a severe drought in the United States, is expected to raise Brazilian and U.S. export offers for Japan and will likely constrain imports in 2012 and 2013.

The EU's lifting of its restrictions on Thai broiler meat imports in July 2012 may present a challenge for Brazil. The slow economy in the EU is expected to create price-cut competition between Brazil and Thailand over their share of the EU "breast meat" market. According to a trade source, this may also push Brazil to raise its export offer for "boneless leg meat" for the Japanese market in 2013 to cover any potential losses in the EU market.

With its current surplus in stocks, Japan's import demand may remain weak, and the market may not be prepared for any price hikes.

It is still unclear how domestic producers are responding to the current surplus. Post anticipates high corn prices may force producers to trim their output in 2013 to avoid cost-price squeezes (low-prices for broilers combined with high feed cost). This may also force some high cost operators, who are not able to withstand such losses, to cease operations in 2012/2013.

## **2013 Market Outlook (New)**

### Decrease in Supply may Help Decrease Previous Year's Surplus in 2013

Japan's broiler market is expected to adjust itself by 2013, canceling the surplus that developed in the previous year due to decreased imports and lower national output and eventually matching consumption.

On a preliminary basis, Post projects total domestic consumption to only marginally decline, and is estimated at **2.13 million MT**, down from its record high forecast of 2012. In 2013, low market prices, coupled with high input costs (due to high corn prices) will likely make it difficult for domestic producers to sustain the same level of national output as the previous year. Total imports are expected to continue their decline in 2013 and are projected down by two percent to **840,000 MT** (Breakdowns: Broiler Meat, down by four percent to 410,000 MT mainly from Brazil, Prepared Broiler Products, unchanged at 420,000 MT, mainly from China and Thailand). Brazilian and U.S. broiler meat prices are expected to trend higher in 2012/2013 due to anticipated higher corn prices.

Higher market prices for imported broiler meat, coupled with current surpluses, are expected to reduce imports in 2013. Japan's imports from the United States are projected at roughly the same as the previous year, unchanged at 35,000 MT. Imported prepared products are the one exception that has maintained solid demand in Japan.

Total domestic production in 2013 is projected one percent lower from the previous year at **1.28 million MT** due to potential high feed costs and continuing low market prices. Surplus stocks are forecast to remain at the beginning of 2013 and are also expected to decline as the total supply decreases.

The sections below explain how the 2012 Japanese broiler market surplus developed.

## **2011 Situation Summary**

### Decline in Domestic Output Triggered Major Shifts to Imports in 2011

As mentioned in the last annual report - JA 1040 - in 2011, massive outbreaks of HPAI and the March earthquake largely disrupted Japan's domestic production and distribution of broiler meat. On a month-by-month comparison, national output for January – July in 2011 showed severe declines, although from August onwards, output almost returned to its 2010 levels. However, on an annual basis, Japan's total 2011 domestic production was estimated to have dropped three percent from the previous year to **1.247 million MT**. Readers should note that during the first half of 2011, there was a significant amount of uncertainty regarding the future prospects of domestic production (a fear of long-term supply shortage). According to a trade source, Japan's

retail and food service users, including traditional end users of domestic cuts, have temporality switched to imports to cover a portion of their annual needs. These purchases are said to be on the basis of one-year contracts, ending mostly by mid-2012.

In 2011, Japan's total broiler imports spiked by 14 percent from the previous year to **894,565 MT** (Breakdowns: Broiler Meat, up 12 percent to 471,841 MT with Brazil claiming 88 percent share total; Prepared Products of Broiler Meat, up 15 percent to 422,724 MT with China and Thailand together accounting almost an entire share of 99 percent). (See table 4-a, 4c) Japan's robust imports, which were made to respond to any potential shortages, partially contributed to the ample year-ending stocks, estimated up by 35 percent compared to the year beginning of 2011 at 147,000 MT. (See Table 3) Meanwhile, Japan's total broiler consumption rose by one percent in 2011 to reach a historic high of **2.104 million MT**. A strong increase in the imports of broiler meat partially filled the gap created by reduced national output to meet this consumption. Imported prepared products also played a key role in filling the demand for ready-to-eat meals/plates, especially after the March earthquake.

## **2012 Situation Summary and Revised Outlook (Revised)**

### Severe Surplus Outpaced Record High Consumption in 2012

For the first half of 2012, as total distribution of broiler meat clearly outpaced relatively solid consumption, the market was flooded with chicken meat. Average household purchases for the first six months of 2012 were 14 percent greater when compared to the same time period last year. (See table 1)

Surplus stocks appear to be putting a burden on Japan's 2012 broiler market. For the month of June, the size of frozen broiler stocks was reported to have swelled from the previous year to 152,780, adding 5,400 MT to unsold broiler meat inventories on the year beginning level. (See Table 3)

### Imports may be Lower in the Second Half of 2012

The above situation caused average wholesale prices of domestic cuts to plummet during the first half of 2012; i.e., for fresh/chilled boneless leg meat; down 15 percent at JP 590 yen per kg., and for breast meat; down 34 percent at JP 183 Yen per kg compared to the same period last year. (See Table 2). Given the ample supply of domestic cuts, Japanese retailers, who previously relied on imports, have now reportedly reverted to low-priced domestic broiler cuts. Price data for imported frozen broiler meat (Brazilian boneless leg meat) have yet to be published, but a trade source suggests there is strong downward pressure for discounts on imported cuts as well. Given that situation, the same source expects Japanese importers may significantly cut back their purchases from Brazil and the United States during the second half of 2012.

In light of the above, Post projects Japan's 2012 domestic broiler production to recover, up three percent to **1.29 million MT**, offsetting the previous year's decline and returning to 2010 levels. Total imports are projected down by four percent to **855,000 MT** [Breakdowns: Broiler meat, down by 10 percent to 425,000 MT reflecting a sharp reduction anticipated to occur during the second half of 2012; Prepared (cooked) broiler products: up by two percent to 430,000 MT supported by sustained solid sales anticipated]. Japanese 2012 total broiler consumption is now projected to exceed its 2011 record, reaching a historic high, up by two percent to **2.115 million MT**.

Yet, due to the severity of 2012's surplus situation, year-ending stocks are projected only slightly lower than the year beginning, and is estimated to be at 142,000 MT. Readers should note that the recent expansion of prepared products from China and Thailand may also be attributing to the accumulation of the surplus stocks of broiler meat this year. (For 2010, up 17 percent to 368,364 MT and for 2011, up 15 percent to 422,724 MT respectively each from the previous year, and for 2012, projected up two percent at 430,000 MT, which surpasses the forecast for broiler meat imports). (See Table 4-a, 4-c)

Table 1-a: Monthly Average Quantities and Expenditures on Foods per Household YTD; Meat, Chicken, and Processed Meat Products

	Beef				Pork				Chicken			
CY 2011	Expenditure		Quantity		Expenditure		Quantity		Expenditure		Quantity	
Jan.	1,550	-2%	552	-1%	2,072	3%	1,614	5%	1,042	-2%	1,128	-4%
Feb.	1,385	2%	515	-4%	1,980	2%	1,533	0%	932	-8%	1,028	-11%
Mar.	1,449	-4%	566	-3%	2,097	4%	1,643	5%	1,018	-2%	1,148	-2%
Apr.	1,529	5%	566	1%	2,025	5%	1,521	1%	970	-5%	986	-14%
May	1,572	0%	581	0%	2,004	1%	1,523	1%	1,039	2%	1,086	-4%
Jun.	1,478	10%	570	9%	1,963	5%	1,482	3%	993	5%	1,022	-6%
July	1,370	-9%	503	-9%	1,992	4%	1,515	5%	980	9%	1,057	4%
Aug.	1,486	-7%	531	-10%	2,073	6%	1,538	2%	970	11%	1,040	5%
Sept.	1,341	-7%	544	-2%	2,000	1%	1,549	1%	1,062	8%	1,149	3%
Oct.	1,452	-5%	544	1%	2,136	1%	1,682	2%	1,154	5%	1,269	4%
Nov.	1,431	-5%	557	-3%	2,151	3%	1,670	4%	1,147	7%	1,241	7%
Dec.	2,554	1%	753	-4%	2,247	2%	1,719	3%	1,495	10%	1,557	13%
CY 2010	18,965		6,933		23,959		18,501		12,387		13,755	
CY 2011	18,597		6,782		24,740		18,989		12,802		13,711	
% Chg.	-2%		-2%		3%		3%		3%		0%	
CY 2012	Expenditure		Quantity		Expenditure		Quantity		Expenditure		Quantity	
Jan.	1,463	-6%	557	1%	2,044	-1%	1,612	0%	1,137	9%	1,251	11%
Feb.	1,373	-1%	529	3%	1,989	0%	1,567	2%	1,092	17%	1,248	21%
Mar.	1,468	1%	593	5%	1,998	-5%	1,613	-2%	1,102	8%	1,271	11%
Apr.	1,417	-7%	546	-4%	1,932	-5%	1,523	0%	1,067	10%	1,214	23%
May	1,498	-5%	591	2%	1,931	-4%	1,501	-1%	1,047	1%	1,186	9%
Jun.	1,373	-7%	543	-5%	1,895	-3%	1,509	2%	987	-1%	1,155	13%
CY 2011 (Jan. - Jun.)	8,963		3,350		12,141		9,316		5,994		6,398	
CY 2012 (Jan. - Jun.)	8,592		3,359		11,789		9,325		6,432		7,325	
% Chg.	-4%		0%		-3%		0%		7%		14%	

Source: Ministry of Internal Affairs and Communication Bureau (Government E-stat data compiled by Post)

Table 1-b: Monthly Average Quantities and Expenditures on Foods per Household YTD; Meat, Chicken, and Processed Meat Products

	Ground Meat		Ham		Sausage	
CY 2011	Expenditure	Quantity	Expenditure	Quantity	Expenditure	Quantity

Jan.	156	0%	144	-5%	319	1%	175	-1%	523	-3%	402	-5%
Feb.	160	0%	160	0%	299	1%	165	-1%	527	-2%	399	-3%
Mar.	170	1%	163	2%	345	2%	196	8%	598	0%	455	0%
Apr.	170	3%	155	-1%	352	4%	195	5%	608	2%	456	-3%
May	186	7%	174	7%	395	2%	219	4%	632	1%	494	6%
Jun.	173	-1%	167	-3%	454	-1%	246	-4%	575	0%	431	-5%
July	154	-3%	151	3%	603	4%	334	9%	570	0%	444	1%
Aug.	164	5%	156	4%	490	-1%	257	-6%	595	-1%	450	-1%
Sept.	170	6%	160	5%	364	-3%	210	4%	600	-1%	466	2%
Oct.	168	6%	158	4%	358	0%	197	3%	633	1%	480	-2%
Nov.	161	3%	156	3%	571	9%	307	6%	612	4%	466	4%
Dec.	150	4%	148	6%	1,084	-5%	524	-6%	626	4%	457	0%
<b>CY 2010</b>	<b>1,932</b>		<b>1,853</b>		<b>5,618</b>		<b>2,993</b>		<b>7,067</b>		<b>5,434</b>	
<b>CY 2011</b>	<b>1,982</b>		<b>1,892</b>		<b>5,634</b>		<b>3,025</b>		<b>7,099</b>		<b>5,400</b>	
<b>% Chg.</b>	<b>3%</b>		<b>2%</b>		<b>0%</b>		<b>1%</b>		<b>0%</b>		<b>-1%</b>	
<b>CY2012</b>	<b>Expenditure</b>		<b>Quantity</b>		<b>Expenditure</b>		<b>Quantity</b>		<b>Expenditure</b>		<b>Quantity</b>	
Jan.	157	1%	153	6%	332	4%	181	3%	539	3%	421	5%
Feb.	146	-9%	148	-8%	306	2%	174	5%	554	5%	438	10%
Mar.	172	1%	170	4%	356	3%	201	3%	601	1%	463	2%
Apr.	161	-5%	154	-1%	363	3%	206	6%	600	-1%	463	2%
May	169	-9%	157	-10%	401	2%	226	3%	632	0%	486	-2%
Jun.	169	-2%	159	-5%	464	2%	245	0%	576	0%	453	5%
<b>CY 2011 (Jan. - Jun.)</b>	<b>1,015</b>		<b>963</b>		<b>2,164</b>		<b>1,196</b>		<b>3,463</b>		<b>2,637</b>	
<b>CY 2012 (Jan. - Jun.)</b>	<b>974</b>		<b>941</b>		<b>2,222</b>		<b>1,233</b>		<b>3,502</b>		<b>2,724</b>	
<b>% Chg.</b>	<b>-4%</b>		<b>-2%</b>		<b>3%</b>		<b>3%</b>		<b>1%</b>		<b>3%</b>	

Source: Ministry of Internal Affairs and Communication Bureau (Government E-stat data compiled by Post)

Table 1-c: Monthly Average Quantities and Expenditures on Foods per Household YTD; Meat, Chicken, and Processed Meat Products

	Bacon				Yakitori (Prepared)				Hamburg Steak (Prepared)			
<b>CY 2011</b>	<b>Expenditure</b>		<b>Quantity</b>		<b>Expenditure</b>		<b>Quantity</b>		<b>Expenditure</b>		<b>Quantity</b>	
Jan.	166	-3%	95	-7%	134	-6%			83	22%		
Feb.	186	1%	114	2%	115	5%			78	7%		
Mar.	204	0%	132	9%	135	-11%			88	10%		
Apr.	204	7%	123	9%	160	9%			80	0%		
May	217	9%	131	5%	182	10%			79	-5%		
Jun.	218	15%	133	13%	155	5%			83	0%		
July	196	8%	121	10%	186	-2%			80	-6%		
Aug.	200	17%	121	15%	222	-2%			78	0%		
Sept.	212	10%	133	14%	150	-8%			87	-1%		
Oct.	207	6%	130	7%	150	3%			85	2%		
Nov.	211	10%	129	11%	153	20%			95	16%		
Dec.	208	1%	127	6%	154	7%			84	5%		
<b>CY 2010</b>	<b>2,275</b>		<b>1,380</b>		<b>1,861</b>				<b>963</b>			

CY 2011	2,429		1,489		1,896				1,000			
% Chg.	7%		8%		2%				4%			
CY 2012	Expenditure		Quantity		Expenditure		Quantity		Expenditure		Quantity	
Jan.	189	14%	113	19%	130	-3%			78	-6%		
Feb.	195	5%	115	1%	126	10%			72	-8%		
Mar.	205	0%	118	-11%	159	18%			84	-5%		
Apr.	206	1%	130	6%	168	5%			82	2%		
May	222	2%	137	5%	162	-11%			84	6%		
Jun.	201	-8%	129	-3%	170	10%			87	5%		
CY 2011 Jan. - Jun.	1,195		728		881				491			
CY 2012 Jan. - Jun.	1,218		742		915				487			
% Chg.	2%		2%		4%				-1%			
Source: Ministry of Internal Affairs and Communication Bureau												

Table 2: Monthly Average Wholesale Prices of Domestic Broiler YTD, Boneless Leg and Breast Meat (Fresh/Chilled)

Bone-less Leg (Yen per Kg.)						
	2010	% chg.	2011	% chg.	2012	% chg.
Jan.	674	2%	707	5%	627	-11%
Feb.	677	11%	705	4%	609	-14%
Mar.	677	19%	698	3%	594	-15%
Apr.	667	18%	700	5%	578	-17%
May	652	12%	696	7%	572	-18%
Jun.	629	7%	659	5%	564	-14%
Jul.	580	0%	625	8%		
Aug.	541	-7%	595	10%		
Sep.	544	-8%	599	10%		
Oct.	575	-6%	614	7%		
Nov.	622	-1%	607	-2%		
Dec.	662	2%	602	-9%		
1st Qtr Ave.	676	10%	703	4%	610	-13%
2nd Qtr Ave.	649	12%	685	5%	571	-17%
3rd Qtr Ave.	555	-5%	606	9%		
4th Qtr Ave.	620	-1%	608	-2%		
Year Ave.	625	4%	651	4%		
Source: ALIC Monthly Statistics						
Breast (Yen per Kg.)						
	2010	% chg.	2011	% chg.	2011	% chg.
Jan.	210	-37%	279	33%	208	-25%
Feb.	201	-29%	276	37%	190	-31%
Mar.	197	-22%	273	39%	179	-34%
Apr.	200	-13%	277	39%	172	-38%
May	206	-8%	279	35%	171	-39%





Unit: US Dollars/MT

Source of Data: Global Trade Atlas (Japan Customs)

Unit: Metric Ton

Source of Data: Global Trade Atlas (Japan Customs)Source of Data: Global Trade Atlas (Japan Customs)